

WHAT IS CLAIMED IS:

1. An electro-optical apparatus comprising:  
an electro-optical device having an image display region on which projection light from a light source is incident; and  
a mounting case including a plate disposed to face one surface of the electro-optical device and a cover to cover the electro-optical device, a portion of the cover abutting against the plate, the mounting case accommodating the electro-optical device by holding at least a portion of a peripheral region located at a circumference of the image display region of the electro-optical device with at least one of the plate and the cover,  
the cover having a surface area increasing portion to increase the surface area thereof.
2. The electro-optical apparatus according to claim 1,  
the cover having a sidewall portion facing a side surface of the electro-optical device, and  
the surface area increasing portion increasing the surface area of the sidewall portion.
3. The electro-optical apparatus according to claim 1,  
the surface area increasing portion having fins protruding from the surface of the cover.
4. The electro-optical apparatus according to claim 3,  
the fins being formed to correspond to the direction of the flow of cooling air which is supplied to the electro-optical device encased in the mounting case.
5. The electro-optical apparatus according to claim 3,  
the fins being provided in a straight shape.
6. The electro-optical apparatus according to claim 3,  
the fins being arranged in a zigzag shape.
7. The electro-optical apparatus encased in the mounting case according to claim 6,  
the fins, being arranged in the zigzag shape, include a first column of fins having a plurality of small fins, and a second column of fins extending in parallel with the first column of fins and having a plurality of small fins, and  
one of the small fins of the plurality of fins that constitute the second column of fins being formed to be positioned adjacent to a gap between the small fins of the plurality of fins that constitute the first column of fins

8. The electro-optical apparatus according to claim 7,  
the gap between the small fins being longer than a length of the small fin.
9. The electro-optical apparatus according to claim 7,  
a pitch between the small fins, which includes the gap between the small fins,  
being 3 mm or more.
10. The electro-optical apparatus according to claim 7,  
a height of the small fin being 0.5 mm or more, and a width of the small fin  
being 0.3 mm or more.
11. The electro-optical apparatus according to claim 1,  
the fins including the first column of fins and the second column of fins  
extending in parallel with the first column of fins, and  
a gap between the first column of fins and the second column of fins being 1  
mm or more.
12. The electro-optical apparatus according to claim 1,  
the surface area increasing portion including dimples provided to form  
concave portions on the surface of the cover.
13. The electro-optical apparatus according to claim 1, the cover being made of a  
material of high heat conductivity.
14. A mounting case, comprising:  
a plate disposed to face one surface of an electro-optical device in which light  
emitted from a light source is incident on an image display region, and  
a cover to cover the electro-optical device, a portion of the cover abutting  
against the plate,  
the mounting case accommodating the electro-optical device by holding at  
least a portion of a peripheral region located at a circumference of the image display region of  
the electro-optical device with at least one of the plate and the cover, and  
the cover having a surface area increasing portion to increase the surface area  
of the cover.
15. The mounting case according to claim 14,  
the cover having a sidewall portion facing a side surface of the electro-optical  
device, and  
the surface area increasing portion increasing the surface area of the sidewall  
portion.
16. A projection display apparatus, comprising:

the electro-optical apparatus according to claim 1;  
the light source;  
an optical system to guide the projection light into the electro-optical device;  
a projection optical system to project the light emitted from the electro-optical device; and  
a cooling air discharging portion to supply cooling air to the electro-optical apparatus.